

Message Text

UNCLASSIFIED

PAGE 01 STOCKH 00709 100953Z

15

ACTION EUR-12

INFO OCT-01 ISO-00 EB-07 /020 W
----- 002084

P R 100900Z FEB 76
FM AMEMBASSY STOCKHOLM
TO USDOC WASHDC PRIORITY
INFO SECSTATE WASHDC 6759
AMEMBASSY COPENHAGEN
AMCONSUL FRANKFURT
AMEMBASSY HELSINKI
AMEMBASSY OSLO

UNCLAS STOCKHOLM 709

FOR: BIC/OIM:TRAFTON

E.O. 11652: N/A

TAGS: BEXP, SW

SUBJECT: COMMERCIAL PROGRAM: LABORATORY INSTRUMENTS SHOW

1. NAME OF EXHIBITION: LABORATORY INSTRUMENTS EXHIBITION.
2. PLACE AND DATE: US TRADE CENTER FOR SCANDINAVIA, STOCKHOLM, FEBRUARY 3-6, 1976.
3. NUMBER OF EXHIBITORS: 43 (24 NTM, 19 OIM), PARTICIPANTS 20 (14 NTM, 6 OIM).
4. IMMEDIATE SALES: \$51,000
TWELVE MONTH PROJECTED SALES: \$2,615,200
TOTAL BUSINESS: \$2,666,200
LEADS: 738
5. SALES RESULTS BY CATEGORY:
A) NTM SALES: \$15,000
NTM PROJECTED SALES \$963,200
B) OTM SALES \$36,000
OTM PROJECTED SALES \$1,652,000

UNCLASSIFIED

UNCLASSIFIED

PAGE 02 STOCKH 00709 100953Z

6. NUMBER OF EXHIBITORS SEEKING REPRESENTATION: 3

7. NUMBER OF REPRESENTATION AGREEMENTS SIGNED DURING EXHIBITION: 2

8. NUMBER OF REPRESENTATION AGREEMENTS UNDER NEGOTIATION AT CLOSE OF SHOW AND EXPECTED WITHIN 12 MONTHS: 5

9. REGISTERED VISITORS AT EXHIBITION: 746 (HAND COUNT 820).

10. EXHIBITORS ACHIEVEMENTS: A) MR. EMIL F. HAAG, SCHOEFFEL INSTRUMENTS, AN NTM EXHIBITING SPECTRO DENSITOMETERS REPORTED SUCCESS IN HIS EFFORTS, PROJECT SALES AT \$20,000 FOR THE FIRST YEAR AND AT THE CLOSE OF SHOW WAS NEGOTIATING WITH TWO POTENTIAL DISTRIBUTORS. HE NOTED: "MAILING PROGRAM WAS VERY EFFICIENT. LEADS ARE EXCELLENT". CLEARED FOR PUBLICATION.

B) MR. LARS GUNNEFLO OF CCCANDIA METRIC AB (OIM) REPRESENTING SPECTRAWPPHYSICS REPORTED HIS ESTIMATED FIRST YEAR SALES OF \$100,0013 FOR HIS LIQUID CHROMATOGRAPH EQUIPMENT AND NOTED: "NUMBER AND QUALITY OF VISITORS EXCELLENT. WE TALKED TO 90 PERCENT OF IMPORT PROSPECTS. WE WERE CONTACTED BY A NUMBER OF GOOD PROSPECTS WE WERE NOT AWARE OF PRIOR TO THE SHOW". CLEARED FOR PUBLICATION. C) MR. ROLF JUTVIK, PERKIN-ELMER (OIM) WHO SHOWED A RANGE OF SPECIALIZED SPECTROSCOPY EQUIPMENT PROJECTS \$350,000 IN FIRST YEAR SALES AND NOTED: "WE MET THE NEW CUSTOMERS WHOM WE EXPECTED TO SEE". NOT CLEARED FOR PUBLICATION. D) MR. GORAN OLSSON OF RESCON AB, REPRESENTING ROYCO INSTRUMENTS INC., (OTM) PROJECTS SALES OF \$50,000 FOR HIS POLLUTION MONITORS AND COMMENTED: "THE SERVICE AT STC IS BETTER THAN ANYWHERE ELSE IN SCANDINAVIA". CLEAREROR PUBLICATION. STRAUSS-HUPE

UNCLASSIFIED

NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 10 FEB 1976
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1976STOCKH00709
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D760050-0206
From: STOCKHOLM
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1976/newtext/t19760262/aaaaccoz.tel
Line Count: 96
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION EUR
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Review Action: RELEASED, APPROVED
Review Authority: ShawDG
Review Comment: n/a
Review Content Flags:
Review Date: 08 SEP 2004
Review Event:
Review Exemptions: n/a
Review History: RELEASED <08 SEP 2004 by meiwc>; APPROVED <08 SEP 2004 by ShawDG>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
04 MAY 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: COMMERCIAL PROGRAM: LABORATORY INSTRUMENTS SHOW
TAGS: BEXP, SW
To: COM
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 04 MAY 2006